



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

MILLENNIAL TASK FORCE

CHAIR: MARQUAYLA ELLISON

**Nick Carnahan, Angela Damiani, Jordan Donald, Tenia Fisher,
Jeremy Fojut, Adam Gabornitz, Michael Hostad, Amelia Kegel,
Noel Kegel, Kacee Ochalek, Jason Rae, Ger Thao, Tiffany
Henry and Sam Woods.**

Staff Assistant: Chris Lee, 414-286-2232

Legislative Liaison: Alex Highley, 414-286-8661

Wednesday, August 26, 2020

8:00 AM

Virtual Meeting

This will be a virtual meeting conducted via GoToMeeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://global.gotomeeting.com/join/381677501>. You can also dial in using your phone United States: +1 (646) 749-3122 and Access Code: 381-677-501.

1. Call to order.

Meeting called to order at 8:03 a.m.

2. Roll call.

Present 13 - Rae, Fojut, Carnahan, Donald, Ellison, Fisher, Gabornitz, Hostead, Kegel, Ochalek, Thao, Henry and Woods

Absent 1 - Kegel

Excused 1 - Damiani

Also present:

Alex Highley, Legislative Reference Bureau

Member Woods was introduced as a new member to the task force replacing Elizabeth McLaren, and he said he was excited to serve on the task force as a representative from the Bridge to City Podcast.

3. Review and approval of the previous meeting minutes.

The meeting minutes from July 10, 2020 were approved without objection.

4. Assessment, analysis, and setting of goals, objectives, outcomes, and recommendations.

A. Reasons Millennials and Generation Z leave or stay in Milwaukee

This item was not discussed.

B. Review of Common Council, public or private sector legislation, programs, and initiatives

Mr. Lee said that the task force had previously inquired about current City initiatives.

Mr. Highley gave a brief overview of recent Common Council legislation relative to the 10,000 Homes Initiative, police reform, neighborhood economic development, housing, and workforce. Many of the legislation align with task force priorities.

Members commented. Task force approval and support of Common Council legislation would be important to further assist implementation or expansion of their legislation. Common Council File Number 200431 should be expanded to request competency assessments for all City department employees beyond the Police Department. Common Council File Number 191461 should be expanded, perhaps with a request for dedicated city funding and position to conduct stay interviews and improve company culture (an ERG goal). A positive company culture for the City is lacking at the moment.

C. Summary of task force priorities

Members reviewed and commented on the one-page task force priority items sheet (stemming from the task force members' idea document). The list of priority categories included "Education", "Employment and Economic Development", "Milwaukee's Image and Stories", "Racial and Criminal Justice", and "Housing". "Racial and Criminal Justice" category should be a major item at the fore. Perhaps health can be its own category. Covid has severely affected the black and brown community. The recent social justice movement is being largely led by young people. The summary sheet should be trimmed down. The "Milwaukee's Image and Stories" category should be removed and would be captured in the other categories. The "Housing" category should also be removed and be captured under other categories.

Members, led by member Fojut, further discussed adding "Infrastructure, Transportation, and Streets" as an additional priority category item. There should be a pedestrian first design mindset relative to the infrastructure of neighborhoods. Such a mindset by the City would improve the health, wellness, attraction, and retention of residents. Some infrastructure solutions would include installing pedestrian malls (on Wisconsin Avenue), running or pedestrian lanes, a new Third Ward at the Sherman Phoenix area, and adopting of the Copenhagen Model or 15 Minute City Model. There is much segregation and inconsistent curb appeal in the City, and streets need to be consistent everywhere in all neighborhoods in the City. Cost of improvement and offsetting costs would be important to consider so as to prevent the unintentional consequences of increased property taxes and displacement of residents. The City's "Complete Streets Health and Equity Report" should be reviewed.

Mr. Highley said he will try to acquire research and peer studies to support the task force's infrastructure recommendations.

Member Fojut said that he has further recommendations and policy ideas to propose and would share them accordingly in the future.

Members, led by member Rae, discussed forming task force recommendations based on the SMARTIE criteria model (Specific, Measurable, Attainable, Realistic, Time-bound, Inclusiveness, and Equitable). The SMARTIE model seem restrictive by directing goals to be timely achievable, but the task force should consider recommendations for the long-term.

D. Review of recommendations from other task forces

Members reviewed recommendation reports from the City's Water Quality Task Force and City-County Carjacking and Reckless Driving Task Force and said that the recommendation report from the Millennial Task Force should have simplicity, an identifiable short summary, and graphical information.

Members advocated for the task force's recommendations to be held accountable, have public inclusion, be monitored, and be a living document beyond the task force.

Mr. Highley said that recommendations from the task force are generally advisory and that the Common Council, city departments, or other agencies have the discretion to implement or hold recommendations accountable.

Mr. Lee added that the task force could recommend extending the task force beyond making recommendations, which has happened before, and that the original sponsor of the task force Common Council President Cavalier Johnson can certainly champion and hold accountable the recommendations coming from the task force.

E. Additional research, speaker, or presentation requests

Members discussed. There should be Milwaukee Public Schools, Choice, and Charter school speakers on the "Education" category. Pertaining to "Infrastructure, Transportation, and Streets" category speakers to include would be the Department of Public Works, Department of City Development, and other main transit representatives. Topics of discussion could entail the City's "Complete Streets" initiative, BIDS, NIDs, Zoning, Commercial Corridor programs, bus rapid transit, and rail lines.

Members Kegel, Hostad, and Fojut said they would help coordinate speaker contacts with clerk staff on "Complete Streets" (Jeff Polenske and Mike Amsden of DPW), Regional Transit Leadership Council (RTL - Dave Steele), and rail lines (Greg Dugan of Transit Innovations, LLC) respectively.

Members further commented. Ideally there should be internal discussion on each category topic to identify and refine goals and questions prior to inviting speakers. Discussions with City personnel would serve to gauge City implementation and insight. Non-City speakers and gurus should then be invited.

F. Other

There was no other discussion.

5. Next steps.

A. Meeting schedule and structure

Members said that meetings should continue to occur every two to three weeks with

each meeting focused on a task force priority item.

B. Agenda items for the next meeting

The next meeting to focus on the "Infrastructure, Transportation, and Streets" priority item.

C. Set next meeting date(s) and time(s).

To be determined offline possibly in the second or third week of September.

D. Other

There was no other discussion.

6. Adjournment.

Meeting adjourned at 9:45 a.m.

*Chris Lee, Staff Assistant
Council Records Section
City Clerk's Office*

**Meeting materials relating to the Millennial Task Force can be found within the following
Common Council file:**

[191649](#)

Communication relating to findings, recommendations and activities of
the Millennial Task Force.

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